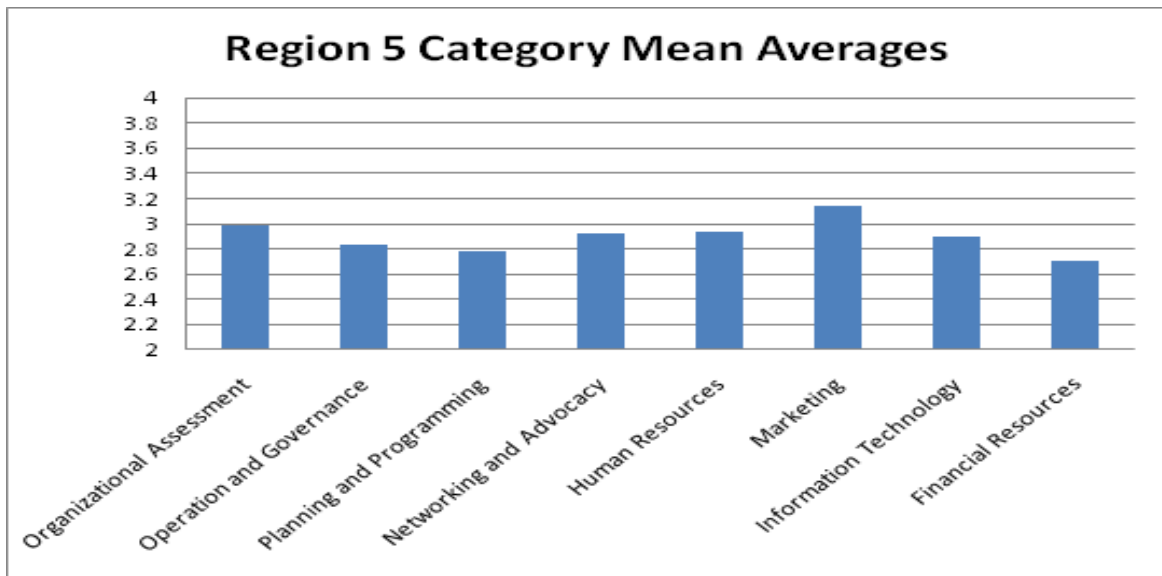


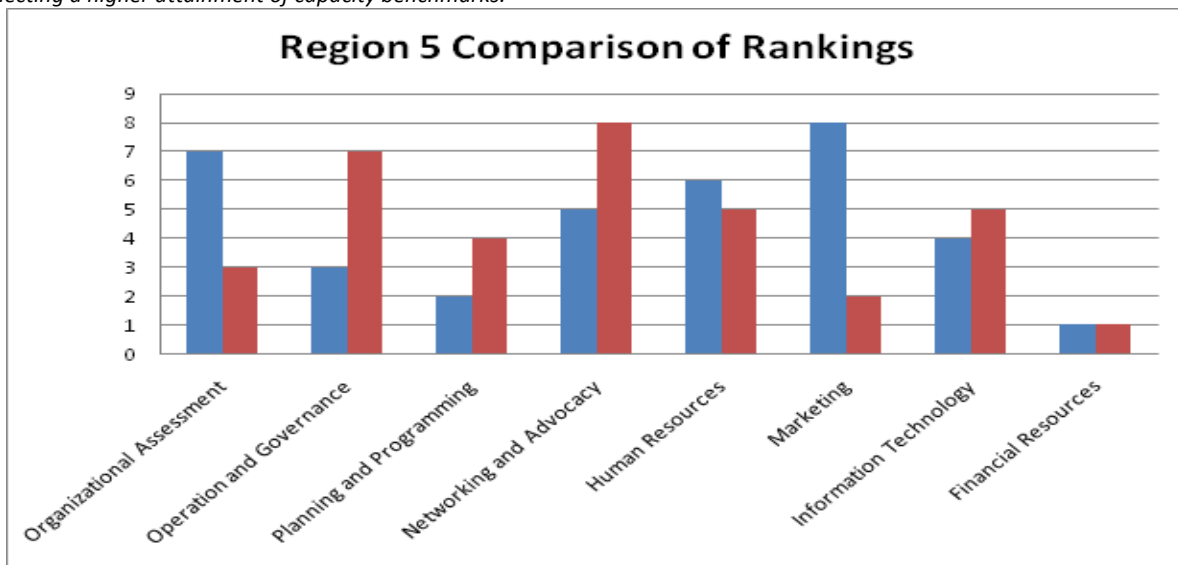
Chapter 11 – Central IN: Region 5 Findings

Region 5 is comprised of nine counties in central Indiana. At the heart of this region is [Indianapolis](#), the state capital and the largest city in the state. The Indianapolis metropolitan area spans two counties, with parts of Hamilton County and the majority of Marion County counted in the Indianapolis Combined Statistical Area. Major suburbs of Indianapolis in Region 5 include [Anderson](#), [Carmel](#), [Fishers](#), [Greenwood](#), [Martinsville](#), and [Noblesville](#). Although the counties surrounding Indianapolis boast sizable populations, 26 of the 30 respondents from Region 5 are from Marion County. There were two respondents from Madison County, both from Anderson, and two respondents from two different cities in Hendricks County. Despite the large populations in Boone, Hamilton, Hancock, Johnson, Morgan, and Shelby Counties, there were no respondents in those areas.

In regards to types of organizations, 14 organizations in Region 5 are faith-based while the remaining 16 are community-based. Adult women are the most commonly served demographic in this region, followed by adult men, families, and children of all ages. Only one organization indicated that it provides programming specifically for children less than six years of age. Eight organizations indicated that they target seniors, although only six organizations listed senior programming as a specific area of service. Employment programming was an area of service for 16 organizations; which is the most commonly provided service in the region. Substance abuse and mental health programming is the second most common area of service, with half of the organizations providing these services. Disaster relief is the least common area of programming, with only two organizations in the region indicating that they provide services in this area. The prevalence of programs that deal with health, employment, community development, and domestic violence may be reflective of the largely urban and suburban make up of this region, compared to Regions 1, 2, and 3 which all have disaster relief programming available through no less than one third of the organizations that responded. Region 5 has the second lowest overall categorical score among all five regions based on the eight categories of survey questions.



Graph 11.1: Shows the categorical mean averages of Central Indiana. All scores on are a scale of 0-4 with a higher score reflecting a higher attainment of capacity benchmarks.



Graph 11.2: Shows the comparison of the rankings between the categorical scores from the survey sections and question 10.1 in which respondents were asked to rank the areas of capacity from least challenging to most challenging using numbers 1-8. A higher number reflects either a higher capacity or a perceived higher capacity.

Ch. 11.1 – Strengths

The greatest strength and resource possessed by Region 5 is its geographical location.

Indianapolis is not only the capital of Indiana and the largest population center, but it also is home to the central offices of statewide organizations such as the Indiana Association of United Ways, the Center on Philanthropy at Indiana University, and the Indiana Youth Institute. The accessibility of these resources, among others, as well as the relatively strong network afforded by organizations such as

these lays the foundation for organizations in Region 5 to be able to excel at providing services and programming within the communities they serve. The two areas in which Region 5 excels are Marketing and Organizational Assessment.

Within the Marketing category, all but one organization agreed or strongly agreed with question 7.1 that measures if the organization's mission and vision is clear mission and that it is regularly communicated to staff, volunteers, and clients. Although this seems rather elementary, the fact that nearly all of the organizations felt that the mission and vision of the organization, which is the essence of its existence, is clear and frequently communicated indicates that the organization gives deference to these concepts. As to whether or not the organization is known within the community it serves, two organizations strongly disagreed and two disagreed, while the remaining 25 respondents indicated that the organization is known, with more strongly agreeing than agreeing. The strong reinforcement of the mission and vision of the organization, in tandem with the organization's notoriety within the community is fundamentally important to the successful communication of the needs, services, and opportunities of the organization. The area in which Region 5 could benefit the most from targeted assistance is in the variance of media tools. The majority of the organizations do not utilize social media, while there is a strong emphasis on media that relies upon existent relationships, such as newsletters, email lists, flyers, and community events and forums such as open houses, presentations, bulletins, and brochures. Despite the relatively high score of Marketing for Region 5, the self-reported rank for this category places it as the second highest area of concern as seen in Graph 11.2.

Organizational Assessment is the second strongest categorical score based on the survey data for Region 5. Although the categorical scores for this region indicate that Organizational Assessment is a strength of the organizations, it is worth noting that the overall organizational assessment mean is 2.98, which still falls below an acceptable standard of capacity. The greatest contributing factor to their higher capacity score in this category is that the organizations annually review their activities to determine

progress toward organizational goals (question 2.2). Eleven organizations indicated that the strongly agreed in response to the annual evaluation statement while sixteen organizations agreed. Only one organization disagreed and one strongly disagreed, while one organization indicated “Don’t Know/Not Applicable.” The three organizations that did not agree in some manner with the statement are unsurprisingly the lowest capacity organizations within this category in Region 5. The greatest concern in regards to the organizational assessment practices in Region 5 is that eight groups did not indicate that the stakeholders take part in program evaluations, with an average score of 2.57 in that category.

Ch. 11.2 – Challenges

Financial Resources is by far the most troublesome category for Region 5. The categorical score in this region is 2.70, which is the second lowest score for Financial Resources in the state. The mean self-reported rank for Financial Resources also identified this as the Region’s greatest area of concern. Nine organizations indicated that they had enough funding to maintain their current capacity of services and programs (question 9.3), therefore two thirds of the organizations in Region 5 did not believe that they have adequate funding to sustain their capacity and programming. The overall score for this question is 2.0, indicating that although there were only nine organizations that either agreed or strongly agreed with the statement, there were only six organizations that strongly disagreed while two organizations indicated “Don’t Know/Not Applicable.” Perhaps most surprisingly, this is not the area of greatest concern within the region’s Financial Resources score. Only ten organizations agreed with the statement that the Board has a fully functional fundraising committee. No organizations strongly agreed, and the average score for this question in Region 5 is 1.82. Six organizations indicated “Don’t Know/Not Applicable” in regards to the fundraising committee. It seems as though a consistent practice throughout the survey is the use of “Don’t Know/Not Applicable” as an avoidance tactic. The issues faced by organizations in Region 5 regarding Financial Resources seem to be rooted in a deeper matter than their second most challenging area of Planning and Programming.

Planning and Programming is a problem for Region 5 across all vectors within the category. The greatest area of concern, however, is the general lack of established evaluation processes and performance indicators toward the achievement of goals and objectives for the organizations. The mean score for this question is 2.57 with only five organizations that indicated that they strongly agree with the organization's having established evaluation processes and performance indicators (question 4.4). Surprisingly, no organizations indicated that they strongly disagree, which seems to illustrate that the majority of organizations do not have evaluation processes and performance indicators that are established, or perhaps if they do have these tools, they are inconsistently utilized or not relevant to the service or program that it is used to measure. The second lowest performance area in this category is program development. The mean for Region 5 of individuals receiving services participating in program development is 2.64 (question 4.5), illustrating that those who are receiving services and/or participating in programming are not providing input and perspective to those who are developing the programs and services. Four organizations strongly agreed, thus indicating quite positively that recipients are involved in program development. Comparatively, as with the aforementioned subject area within this category, no organizations strongly disagreed.

Ch. 11.3 – Solutions

Given the wealth of resources that is available within Indianapolis and the rest of Region 5, collaboration and partnership seems to be the greatest opportunity for growth and improvement for respondents. Given that the majority of the organizations have similar goals and services within the same geographical location, collaborating and sharing ideas and resources seems to be the most plausible key to success. Indianapolis is home to many long established FBCOs with a range of local to international impacts, addressing most if not all of the concerns expressed by organizations in Region 5.

In addition to collaboration and partnerships, most of the organizations in Region 5 are strong and provide essential services to their local and state communities. It seems as though Region 5 is much

more complicated than the sum of its parts. It is a region in which there are many extremely high capacity organizations, while there are a substantial number of very small organizations that can benefit from setting attainable goals with deadlines to foster their growth. Although compassion and commitment to the cause is important, some of the organizations in Region 5 seem to have more vision and aspirations than they have the means to translate those aspirations into action. INRN provides many training sessions and workshops that are designed for nonprofits from varied capacity levels. Additionally, the utilization of the resources available to organizations in Region 5, such as the United Way of Central Indiana, INRN, and IYI could help clarify and focus organizations so that their dreams can be turned into actions and success stories.

Ch. 11.4 – Additional Resources

United Way of Central Indiana: www.uwci.org

Marion County Commission on Youth (MCCOY): <http://mccoyouth.org/>

Indiana Nonprofit Resource Network (INRN) Central: <http://www.inrn.org/central/central.htm>

Mayor's Front Porch Alliance: <http://www.indy.gov/eGov/Mayor/Neighborhoods/FrontPorchAlliance/>

SAVI Central Indiana Community Information System: <http://www.savi.org/>

Central Indiana Community Foundation: <http://www.cicf.org/index.cfm>

Indianapolis Neighborhood Resource Center (INRC): <http://www.inrc.org/>